

### WITH AUTOMOBILE DEALERS

Six Cylinder Era.

The six cylinder era in the motor ar world has come. The Gordon Motor Company, the Hudson dealer, cry-stalized the leap of the six cylinder cars to a dominant position in the industry when they made public the news that in 1914 there will not be two automobile manufacturers of moderate price cars who do not build a six cylinder motor car.

The lead of the six is interesting. American motorist's first memory of automobiles was the single cylinder ear. When the two cylinder car came here was great depreciation on single cylinder cars, and soon the four cylin-ler came into vogue, and people would no longer have cars of two cylinders. Gradually the four began to work tself into favor. The new advance information as to 1914 models gives the six cylinder car the spot light at centre of the automobile stage. coincident with this news comes the information that six cylinder motor car manufacturing records have been shattered, and that the institution which to-day holds the record and which has the largest six cylinder out-put in the history of the world's autoobile industry, is the Hudson Motor

Spring Time—Remember

Is Blood Cleaning Time

Entire System is Clogged—Great Hordes of Germs Congest the Blood to Cause Pimples, Beils, Carbuneles, Eczema and Other

Skin Diseases.

S. S. S. Gives You Backbone, Nerve Strength with Pure,

Invigorated Blood.

The gruel you would feed to an invalid. The blood takes kindly to S. S. it doesn't bother your stomach but it does give you strength.

Rheumatism, catarrh, malaria, bronchitis, typhoid and all such painful or dangerous maladies cannot remain in a system washed and cleared by the remarkable action of S. S. S.

There is scarcely a drug store or general store any where but what keeps S. S. S. in stock. It is prepared in one of the world's best and largest laboratories and has, maintained the health of a host of people who use it every spring that new and healthy materials are rapplied and eruptions cease. The same is true of mucous inflammations, of acid accretions and all those influences which cause rheumatism, catarrh, eczema, lupus, psoriasis, tetter, etc. The acid accretions are all those influences which cause rheumatism, catarrh, eczema, lupus, psoriasis, tetter, etc. The medicinal properties of S. S. S. are relatively just as vital and essential to well balanced health as the food composite of the world's best and largest laboratories and has, maintained the health of the relative of mucous inflammations, which cause rheumatism, catarrh, eczema, lupus, psoriasis, tetter, etc. The medicinal properties of S. S. S. are relatively just as vital and essential to well balanced healthy materials are rappled and eruptions cease. The

of the world's best and largest laboratories and has, maintained the health of a host of people who use it every spring and fall because it gives them a feeling of renewed strength, puts the look of health in the eye and prints the fieth with the ruddy glow of health.

The human body, like the habitation of man, is closed all winter and becomes clogged with stagnant impurities. In the spring nature attempts to overhaul the plood and thus we see pimples, bods, carbuncles and various skin afflictions breaking out to relieve the congestion within.

The remarkable manner in which E. S. S. the famous blood purifier, clears the system is a most interesting study.

And of one thing you may be certain there is not an atom of mercury, calomel, blue mass, iodide of potash or arsenic; nor does S. S. S. contain any other minders. It is a pure vegetable medicine and wonderfully acceptable to even a very weak stomach.

Get a bottle of S. S. S. from any drugget and note how quickly it puts your blood and thus we see pimples, bods, carbuncles and various skin afflictions breaking out to relieve the congestion within.

The remarkable manner in which E. S. S., the famous blood purifier, clears the system is a most interesting study.

of the country have placed their orders for them.

The beginning of this era, which was predicted some time ago in motor car engineering circles, has come to pass. Mr. Miller stated that the six cylinder is the ultimate car; that it is merely a new stage of motor car development, for he points out that there is no such thing as standing still in a mechanical line.

No Truth in Rumor.

No Truth in Rumor.

In view of some rather wild tales that have been put in circulation by unscrupulous competitors, Howard M. Smith, the proprietor of the firm of W. C. Smith & Co., has shown a representative of the paper the following letter that he has recently received from the Mitchell-Lewis Motor Company's branch at Philadelphia:

Philadelphia, Pa., April 7, 1913.

W. C. Smith & Co., Richmond, Va.:
Gentlemen.,—A number of our agents

Gentlemen,—A number of our agents have called our attention to the fact Car Company.

Though the entire output will not the effect that the Mitchell-Lewis Mo-

be consumed for a few weeks more, orders for delivery of the new Hudson Six Pheaton—this spring have been tendered in such volume that the sixes the Hudson Company has left to build will supply only a percentage of the demand, for motorists in every section of the country have placed their orders for them.

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00 cars per month.
Yours very truly,
MITCHELL MOTOR COMPANY,
of Philadelphia. CHARLES P. SKINNER.

on the loyalty of the buyers of Mitchell cars that though every one of them has been approached more than once by other dealers seeking to get them to change their orders, not one of them

Tremendous Packard Snies.

March sales of Packard trucks to actual users exceeded \$900,000. This sum represents sales of 280 trucks, two, three and five-ton, specified for early delivery. This is an increase of more than \$100,000 over the best previous month's record of Packard truck business and 31 per cent increase over the number of trucks sold in any similar

large percentage of all orders received were from concerns who already have Packard trucks in service. The American Express Company, the Stand-Oil Company, the Crane Company and the W. J. Lemp Brewing Company are some of the large users who have added to their Packard fleets.

The record made by Packard dealers in March is said to be the largest total of actual sales ever booked in any one line of commercial motor vehicles. The Packard Motor Car Company is now represented in China, having completed arrangements with H. S. Honigsberg & Co. as Packard dealers at Shanghal.

Buick in Parcels Post.

With the advent of the parcels post, still another field of activity has been opened up to the motor car. Although the people generally have not awakened to the wonderful advantages of this service, the rush has already been to large in some cities that the Post. so large in some cities that the Post-Office Department has been literally buried, and the only way they could get out from under was by calling on the motor car.

In the town of Battle Creek, Mich.

for instance, a town of only about 25,000, the rush of stuff on Monday mornings is such that the ordinary equipment is far from adequate. "We would never be able to make the deliveries in any kind of time if we had to get along with horses," said We had to get along with horses, said Assistant Postmaster Ferguson. "Fur-thermore, there has never been such a stack of mail destined to so many dif-ferent parts of the town delivered in Invigorated Blood.

If you feel thick-headed, legs a weary, thre easily and feel utterly used up your blood needs a bath.

It is astenishing how quickly you brace up after using S. S. After the long nights of winter have slowed you down, made your blood sluggish, and filled your system with the cramps, aches and acids of thick, stagnant blood you actually require the influence of S. S. S.

Eczema, rast, pimples, tetter, bolls, and all impurities in the blood are quickly washed out by the remarkable action of S. S. S. It is in the nature of a bath for your blood. It is not a "dope," not a "physic," there is not a drop of harmful mineral drugs. It is a far better friend to your nerves than any "nervine" you can use because it is just as pure as the formation of carbuncles, "The blood takes kindly to S. S. S. it doesn't bother your stomach but it does give you strength.

Rheumatism, catarrh, malaria, bronchitis, typhoid and all such painful or carbunches, and luque, psoriasis, tetter, etc. The so short a time in the history of the office." The Battle Creek office uses

According to official figures from Postmaster-General Hitchcock, more than 8,000,000 packages were handled during the first week of the service.

Helping Out Sufferers.

Ten more Packard trucks were shipped to Dayton this week for use in relief work. There are now more than fifty Packards engaged in distributions.

tributing supplies and cleaning the wreckage.

wreckage.

Motor trucks in one week removed over 1,000 dead animals and hundreds of tons of debris from the streets. In addition they delivered provisions and supplies for more than 100,000 people from the Fifth Street Station of the Pennsylvania Railroad to relief stations in all parts of the city.

Only a small number of Dayton's motor trucks could be used, because

most of them were wrecked by the flood. It was necessary, therefore, to call on large concerns throughout the country for the loan of motor trucks that there might be no delay in clean-ing up the streets. The first to ar-rive from cuteide were eight heavy duty l'ackards, from Detroit. Two hours after receiving telegrams from Governor Cox and J. H. Patterson, Alvan Macauley, general manager of the Fackard Motor Car Company, had these loaded in fieight cars and a spacial train airanged for. Sunday noon, March 30, within twenty-four hours after receipt of telegrams, these trucks were in service on the streets of Day. were in rervice on the streets of Day-ton. The first one unloaded transferred twenty Red. Grees nurses and their baggage to the N. C. R. relief station two miles away, while the others were sent over to report loaded with pro-

visions, cots, clothes and other sup-

read property looses, the Nayler looses, the Nayler looses are the General Bakes of the control of the loose are the second of the looker of t They have been doing this for the last year and a half, and will continue to do so.

The resignation of Mitchell Lewis as president has not affected the financial condition nor the policy of the company, as Mr. Lewis still controls the majority of the stock.

Our Mr. Cram has just returned from a visit to the factory, and states that in this concern he has never seen the factory in better condition both as to gequipment and to stock on hand. The plant is chock-a-block with material. They are employing more than 2,000 men and are running the plant day and night, and will continue to do so for the balance of the season. By the midted of April they will be turning out 1,000 cars per month.

MITCHELL, MOTOR COMPANY.

In 1904 Vaughn first sprang into prominence by breaking the 1,000 mile a record on a one-mile track at the prominence by breaking the 1,000 mile a record on a one-mile track at the prominence by breaking the 1,000 mile as prominence by breaking the 1,000 mile as prominence by breaking the 1,000 mile and prominence on an one-mile track at the track at the devoted to racing, he hung up a shumber of world's records. Probably his best performance was at Briardia and prominence of world's records. Probably his best performance was at Briardia and prominence and according the devoted to racing, he hung up a shumber of world's record to racing, he hu

# INVADER AUTO OIL

Best Grade Auto Lubricating Oil

#### **CHEMI-COMPANY**

# Call For Standard of the World Whiskey

By its full name and you will geta

# B. A. BLENNER

### STEARNS, CHALMERS and WARREN CARS

"Silk Shirts" \$3.00 and \$5.00 Hand-Made Throughout.

Guaranteed colors.

KAHN'S OF RICHMOND. "The Toggery Shop," 713 E. Broad St.

but slightly affected regions has been but slightly affected in the great ag-gregate. This loss is probably bal-anced by the great boom in building operations already in progress, and

# ADVERTISING BEST

We also find newspaper advertising is read more thoroughly by our own salesmen, our 25,300 dealers, manufacturers of automobiles and their purchasing agents. So, as an educational force for Diamond Vitalized Tires, we do not see how the newspapers could be improved upon.

In speaking of trade conditions, Mr.

Closer call than I ever want to take again, but it did not seem to worry Miss Skinner in the least."

The films were given a private run, at which J. J. Cole, president of the Cole Motor Car Company, and H. C. Bradfield, advertising manager, were present. Both were delighted with the picture of the exciting race.

In speaking of trade conditions, air. Thompson asserted, "We are now passing through the most successful season we have ever had during our sixteen years of experience in building tires. Never before have we been able tires. to produce such a large volume of tires in so short a space of time, and as a consequence our sales department is

breaking all previous records. "The more mileage fame of our cele-brated Vitalized Rubber Tires has now spread from ocean to ocean. Users everywhere have been quick to preciate the advantages of tires that are giving the maximum mileage at the

minimum expense.

"The discovery of vitalized ruster by our chemists is helping Diamond tire users to reduce their tire bills. Vitalized rubber in tires is no longer and experiment, it has made good by every known test, and when used in connection with our No-Clinch Construction, Perfect 3-Point Rim Construction,

struction, Perfect 3-Point Rim Contact and the Noo-Pinch Safety Flap feature, the user is getting more in return for his money than ever before."

When the Diamond chemists discovered vitalized rubber, Mr. Thompson said he felt that the quickest way to announce this important discovery to the users everywhere. tire users everywhere was through the medium of newspapers, and consequent-ly he ran large announcements in all

ly he ran large announcements in all prominent newspapers.

To further support his argument Mr. Thompson called attention to the fact that his company depended upon the newspapers to tell the public that the Diamond factories had not been affected by the recent floods and were running full time.

have affected the season's automobile sales in Nebraska, Ohio and Indiana, general opinion at the Detroit factories takes the view that a few weeks will serve to restore conditions to nearly normal.

It is pointed out that, despite the great property losses, the buying power of the affected regions has been but slightly affected in the great aggregate. This loss is probably bai-

The setting for the play is ideal. For miles the San Fernando Boulevard parallels the Southern Pacific tracks. A speed of sixty-five miles an hour was necessary to outstrip the train, but nevertheless the car won. Pink has the highest praise for the

The quickest and most effective way to reach automobile owners is through the columns of the daily newspapers, says C. S. Thompson, manager of Diamond Rubber Co. mond Rubber Co.

That's why most of our appropriation this year will go into the newspapers, he says.

The control of the newspapers, and of course it was necessary for me to slow a little on the curve. We went he says.

We find we not only reach present automobile owners, but we also educate prospective buyers to insist that their car be equipped with Diamond Vitalized Rubber Tires.

The slow a little on the curve. We went across the track on two wheels, and I honestly believe the engine brushed our rear fenders. The engineer told us afterward that he never dreamed that we would make it, and it was a closer call than I ever want to take We also find newspaper advertising closer call than I ever want to take

City, Los Angeles, San Francisco, Port-land, Seattle, Sacramento, Oakland and San Diego and others of the principal cities of the West, and especially those towns on the proposed route of the l'acific Coast tour of the Indiana manu-

l'acific Coast tour of the Indiana manufacturers.

While the trip was initially made in the interest of the American Motors Company, a large part of Mr. Menasco's time was spent in investigating the possibilities of the proposed tour and the attitude of . West towards the Indiana automobile manufacturers. He returns full of enthusiasm over the reception tendered him at all points. reception tendered him at all points, and especially over the great interest being taken in the Indiana manufacturers by the dealers, prospective purchasers and civic bodies of the West.

Miss Skinner in the least."

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Men who follow the fortunes of the

